CONTRACT



WSFA 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

www.wsfa.com

And:

Main Street Media Group 66 Canal Center Plaza, Suite 555 Alexandria, VA 22314

	Contract / Rev	vision		Alt Order #	!
	1737052	1		08638643	
Product					
SENATE LEADERSHIP FU	J				
Contract Dates	Estimate #				
7/25/17 - 07/31/17	3636				
Advertiser			Ori	ginal Date	/ Revision
SS/Senate Leadership Fu	und		0	6/05/17	/ 06/05/17
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Property	Accour	it E	xecutive	Sales Office
	WSFA	Ryan E	ddi	ns	HRP-Washingto
	Special Handl	ing			
	<u>Demographic</u>				
	Adults 35+				
į					
	Agy Code	Adverti	ser	Code	Product 1/2
		155			385
	Agency Ref			Advertiser	Ref

	Start/End	Spots/		
*Line Ch Start Date End Date Description	Time	Days Length Week	Rate Rtn TypeSpots	Amount
1 WSFA 07/28/17 07/28/17 WSFA 12 News at Ten - MF <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/171 1	10-1035pm <u>Rate</u> \$675.00	:30	NM 1	\$675.00
2 WSFA 07/28/17 07/28/17 WSFA 12 News at Noon <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/171 1	12-1230pm <u>Rate</u> \$225.00	:30	NM 1	\$225.00
3 WSFA 07/28/17 07/28/17 WSFA 12 NEWS AT 4PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/171 1	M-F 4-430P <u>Rate</u> \$135.00	:30	NM 1	\$135.00
4 WSFA 07/28/17 07/28/17 WSFA 12 NEWS AT 4PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/171 1	M-F 430-5P <u>Rate</u> \$170.00	:30	NM 1	\$170.00
5 WSFA 07/28/17 07/28/17 WSFA 12 News at Five <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/171 1	5-530pm <u>Rate</u> \$280.00	:30	NM 1	\$280.00
O 6 WSFA 07/28/17 07/28/17 NBC Nightly News	530-6pm	:30	NM 0	\$0.00
7 WSFA 07/28/17 07/28/17 WSFA 12 News at Six - MF Start Date	6-630pm <u>Rate</u> \$790.00	:30	NM 1	\$790.00
8 WSFA 07/28/17 07/28/17 Today In Alabama Start Date End Date Weekdays Spots/Week Week: 07/24/17 07/30/17 1 1	6a-7a <u>Rate</u> \$450.00	:30	NM 1	\$450.00
9 WSFA 07/28/17 07/28/17 NBC Today Show <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/171 1	7-9am <u>Rate</u> \$260.00	:30	NM 1	\$260.00
10 WSFA 07/28/17 07/28/17 Dateline Start Date End Date Weekdays Spots/Week Week: 07/24/17 07/30/17 1 1	9-10pm <u>Rate</u> \$510.00	:30	NM 1	\$510.00
11 WSFA 07/31/17 07/31/17 WSFA 12 News at Ten - MF <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	10-1035pm <u>Rate</u>	:30	NM 1	\$675.00

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WSFA 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

www.wsfa.com

Contract / Revision Alt Order # 08638643 1737052 Product Estimate #

Contract Dates SENATE LEADERSHIP 3636 07/25/17 - 07/31/17

Original Date / Revision Advertiser 06/05/17 / 06/05/17 ISS/Senate Leadership Fu

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week F	Rate Rtn TypeSpots	Amount
Start Date End Date Weekdays Spots/Week Week: 07/31/17 08/06/17 1 1	<u>Rate</u> \$675.00			
12 WSFA 07/31/17 07/31/17 WSFA 12 News at Noon	12-1230pm	:30	NM 1	\$225.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/31/17 08/06/17 1 1	Rate \$225.00			
13 WSFA 07/31/17 07/31/17 WSFA 12 NEWS AT 4PM	M-F 4-430P	:30	NM 1	\$135.00
Start Date End Date Weekdays Spots/Week Week: 07/31/17 08/06/17 1 1	Rate \$135.00			
14 WSFA 07/31/17 07/31/17 WSFA 12 NEWS AT 4PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/31/17 08/06/17 1 1	M-F 430-5P <u>Rate</u> \$170.00	:30	NM 1	\$170.00
15 WSFA 07/31/17 07/31/17 WSFA 12 News at Five Start Date End Date Weekdays Spots/Week Week: 07/31/17 08/06/17 1 1	5-530pm <u>Rate</u> \$280.00	:30	NM 1	\$280.00
D 16 WSFA 07/31/17 07/31/17 NBC Nightly News	530-6pm	:30	NM 0	\$0.00
17 WSFA 07/31/17 07/31/17 Today In Alabama <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/31/17 08/06/17 1 1	6a-7a <u>Rate</u> \$450.00	:30	NM 1	\$450.00
18 WSFA 07/31/17 07/31/17 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 07/31/17 08/06/17 1 1	630-7p <u>Rate</u> \$485.00	:30	NM 1	\$485.00
19 WSFA 07/31/17 07/31/17 NBC Today Show <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 07/31/17 08/06/17 1 1	7-9am <u>Rate</u> \$260.00	:30	NM 1	\$260.00
20 WSFA 07/31/17 07/31/17 American Ninja Warrior Start Date End Date Weekdays Spots/Week Week: 07/31/17 08/06/17 1 1	7-9pm <u>Rate</u> \$675.00	:30	NM 1	\$675.00
21 WSFA 07/29/17 07/29/17 WSFA 12 News at Ten - Sa	at 10-1030pm <u>Rate</u> \$395.00	:30	NM 1	\$395.00
22 WSFA 07/29/17 07/29/17 NET Saturday Night Live Start Date End Date Weekdays Spots/Week Week: 07/24/17 07/30/17 1- 1	1030p-12x <u>Rate</u> \$260.00	:30	NM 1	\$260.00
23 WSFA 07/29/17 07/29/17 NBC Saturday Today Show Start Date End Date Weekdays Spots/Week Week: 07/24/17 07/30/171- 1	6-8am <u>Rate</u> \$105.00	:30	NM 1	\$105.00
24 WSFA 07/30/17 07/30/17 WSFA 12 News at Ten - St	ın 10-1030pm <u>Rate</u> \$675.00	:30	NM 1	\$675.00
25 WSFA 07/30/17 07/30/17 NET NBC Sunday Today S Start Date End Date Weekdays Spots/Week Week: 07/24/17 07/30/171 1	hc7-8a <u>Rate</u> \$105.00	:30	NM 1	\$105.00
26 WSFA 07/30/17 07/30/17 NET NBC Meet The Press Start Date End Date Weekdays Spots/Week Week: 07/24/17 07/30/171 1	8-9a <u>Rate</u> \$105.00	:30	- NM 1	\$105.00
27 WSFA 07/27/17 07/27/17 WSFA 12 News at Ten - MI Start Date End Date Weekdays Spots/Week Week: 07/24/17 07/30/17 1 1	= 10-1035pm <u>Rate</u> \$675.00	:30	NM 1	\$675.00

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Start Date

Start Date

Week: 07/24/17

33

WSFA 07/27/17

WSFA 07/27/17

Start Date

WSFA 07/27/17

WSFA 07/27/17

WSFA 07/27/17

Start Date

WSFA 07/27/17

WSFA 07/27/17

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WSFA 07/27/17

WSFA 07/25/17

WSFA 07/25/17

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Start Date

WSFA 07/25/17

<u>Start Date</u>

41 WSFA 07/25/17

42 WSFA 07/25/17

43 WSFA 07/25/17

Start Date

WSFA 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

Weekdays

<u>Weekdays</u>

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Spots/Week

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WSFA 12 News at Ten - MF

WSFA 12 News at Noon

WSFA 12 NEWS AT 4PM

WSFA 12 News at Five

Today In Alabama

Entertainment Tonight

WSFA 12 News at Six - MF

WSFA 12 News at Noon

WSFA 12 NEWS AT 4PM

WSFA 12 NEWS AT 4PM

WSFA 12 News at Five

WSFA 12 News at Six - MF

Today In Alabama

NBC Today Show

Entertainment Tonight

Ch Start Date End Date Description

07/27/17

07/27/17

7 07/27/17 End Date

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07/30/17

www.wsfa.com

*Line

28

	Advertiser				Original D		
	ISS/Senate Lea	adership l	Fi		06/05/1	7 /	06/05/17
Start/End Time	Days	Length	Spots/ Week	Rate R	Rtn Type	Spots	Amount
Rate		<u> </u>					
12-1230pm <u>Rate</u> \$225.00		:30			MM	1	\$225.00
M-F 4-430P Rate \$135.00		:30			ММ	1	\$135.00
M-F 430-5P <u>Rate</u> \$170.00		:30			МИ	1	\$170.00
5-530pm <u>Rate</u> \$280.00		:30			. NM	1	\$280.00
6-630pm <u>Rate</u> \$790.00		:30			NM	1	\$790.00
6a-7a <u>Rate</u> \$450.00		:30			MM	1	\$450.00
630-7p <u>Rate</u> \$485.00		:30			МИ	1	\$485.00
7-9am <u>Rate</u> \$260.00		:30			MM	1	\$260.00
8-9pm <u>Rate</u> \$450.00		:30			NM	1	\$450.00
10-1035pm <u>Rate</u> \$675.00		:30			MM	1	\$675.00
12-1230pm <u>Rate</u> \$225.00		:30			MM	1	\$225.00
M-F 4-430P Rate \$135.00		:30			NM	1	\$135.00
5-530pm		:30			NM	1	\$280.00

:30

:30

:30

NM

NN

NM

\$790.00

\$450.00

\$485.00

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Rate

Rate

Rate

Rate

\$280.00

\$790.00

\$450.00

6-630pm

6a-7a

630-7p

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	Contract / Revision 1737052 /	Alt Order # 08638643
Contract Dates 07/25/17 - 07/31/17	Product SENATE LEADERSHIP	Estimate # 3636
Advertiser	Origi	nal Date / Revision

www.wsfa.com		ISS/Senate Leadership Fı	06/05/1	7 / 06	/05/17
	Start/End Time	Spots/ Days Length Week Rate R	tn Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/17 -1 1	<u>Rate</u> \$485.00				
	7-9am <u>Rate</u> \$260.00	:30	NM	1	\$260.00
45 WSFA 07/25/17 07/25/17 World of Dance 9 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/17 -1 1	9-10pm <u>Rate</u> \$900.00	:30	MM	1	\$900.00
46 WSFA 07/26/17 07/26/17 WSFA 12 News at Ten - MF 1 Start Date	10-1035pm <u>Rate</u> \$675.00	:30	MM	1	\$675.00
47 WSFA 07/26/17 07/26/17 WSFA 12 News at Noon 1 Start Date End Date Weekdays Spots/Week Week: 07/24/17 07/30/171 1	12-1230pm <u>Rate</u> \$225.00	:30	NM	1	\$225.00
48 WSFA 07/26/17 07/26/17 WSFA 12 NEWS AT 4PM N <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/171 1	VI-F 430-5P <u>Rate</u> \$170.00	:30	NM	1	\$170.00
D 49 WSFA 07/26/17 07/26/17 NBC Nightly News 5	530-6pm	:30	MM	0	\$0.00
50 WSFA 07/26/17 07/26/17 WSFA 12 News at Six - MF 6 Start Date End Date Weekdays Spots/Week Week: 07/24/17 07/30/171 1	6-630pm <u>Rate</u> \$790.00	:30	MM	1	\$790.00
51 WSFA 07/26/17 07/26/17 Today In Alabama 6 <u>Start Date End Date Weekdays Spots/Week</u> Week: 07/24/17 07/30/171 1	Sa-7a <u>Rate</u> \$450.00	:30	NM	1	\$450.00
52 WSFA 07/26/17 07/26/17 Entertainment Tonight 6 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/171 1	30-7p <u>Rate</u> \$485.00	:30	NM	1	\$485.00
53 WSFA 07/26/17 07/26/17 AGT 7 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/171 1	7p-8pm <u>Rate</u> \$675.00	:30	NM 	0	\$0.00
	Start/End Tim 7p-8pm	ne <u>Weekdays</u> <u>Length</u> <u>Rate</u> W :30	Type NM		
54 WSFA 07/26/17 07/26/17 NBC Today Show 7- Start Date	7-9am <u>Rate</u> \$260.00	:30	MM	1	\$260.00
55 WSFA 07/26/17 07/26/17 LITTLE BIG SHOTS/FOREVI7 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/17w 1	7P-8P <u>Rate</u> \$675.00	:30	NM	1	\$675.00
56 WSFA 07/25/17 07/30/17 WSFA 12 NEWS AT 4PM W <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/17 -T 1	л-F 430-5Р <u>Rate</u> \$170.00	:30	NM	1	\$170.00
57 WSFA 07/31/17 07/31/17 WSFA 12 News at Six - MF 6- Start Date End Date Weekdays Spots/Week Week: 07/31/17 08/06/17 M 1	6-630pm <u>Rate</u> \$800.00	:30	MM	1	\$800.00
N 58 WSFA 07/27/17	3-9pm <u>Rate</u> \$800.00	:30	MM	0	\$0.00

Advertiser

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06/05/17 / 06/05/17

58

\$22,715.00



WSFA 12 East Delano Ave. Montgomery, AL 36105 (334) 288-1212

www.wsfa.com

		08638643
Contract Dates 07/25/17 - 07/31/17	Product SENATE LEADERSHIP	Estimate # 3636
Advertiser	Origi	nal Date / Revision

0.00

				
	Start/End Time	Spots/ Days Length Week Rate Rtn	Type Spots	Amount
	Rate Start/End Time 8-9pm	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Th :30 \$800.00	Type NM	
59 WSFA 07/25/17 07/30/17 Today in Alabama 5am 5 Start Date End Date Weekdays Spots/Week Week: 07/24/17 07/30/17 -TWTF 2	5-530a <u>Rate</u> \$225.00	:30	NM 2	\$450.00
60 WSFA 07/25/17 07/30/17 WSFA 12 NEWS AT 4PM N <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/17w 1	M-F 4-430P <u>Rate</u> \$135.00	:30	NM 1	\$135.00
61 WSFA 07/25/17 07/30/17 Today in Alabama 430am 4 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 07/24/17 07/30/17 -TWTF 1	130-5a <u>Rate</u> \$15.00	:30	NM 1	\$15.00
8 NSFA 07/27/17 07/27/17 The Wall Start Date End Date Weekdays Spots/Week Week: 07/24/17 07/30/17T 1	3-9pm <u>Rate</u> \$800.00	:30	NM 1	\$800.00

ISS/Senate Leadership Fu

Totals

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/26/17 -07/30/17	48	\$18,560.00	(\$2,784.00)	\$15,776.00
07/31/17 -07/31/17	10	\$4,155.00	(\$623.25)	\$3,531.75
Totals	58	\$22,715.00	(\$3,407.25)	\$19,307.75

Signature:	Date:
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REP: TEL# 703-528-9387 CREDIT ADVISORY: AGENCY ORDER WORKSHEET HEADLINE# 8-638643 TRF# 1737052 MOD# 2: UNAPPROVED REV #1 \$\$\$

REP SSS

D3-528-9387
FAX# 703-516-9680
SORY: AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES *** WSFA-TV ***

14.23 # SALESMAN REGIONAL DATE JUN2/17 (H) MARONEY EDDINS LOCAL STEPHANIE RYAN WA-CLASS: NATL. BUYER NAME PRSN SALES REP.# ORDER, INVOICE) CO-OP BILLING NEEDED (LINE, ISS/SENATE LEADERSHIP FUND MAIN STREET MEDIA GROUP 22313 LEADERSHIP FU EST#3636 COMMENTS: # 8638643 ΛA 25093 WK-1 ALEXANDRIA, CONTRACT BOX JUL31/17 Р.О. STATE TAX NAME NAME FLIGHT DATES JUL25/17 ADV. AGY. SENATE CITY TAX # ORDER PRDCT ADV AGX

REP: REVISION
M2 OK'D AS LINE 62
TTL SAME
PLS CFM
THANKS CHELSEY

STA:

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE ****

SENATE LEADERSHIP FUND

:LINE#:REP :CD: TIME PERIOD : :LINE#: :	: LGTH : S	SEC: RATE	: START : DATE	END DATE	: SPTS: WEEK	WEEK :	DAYS	: TOTL:
AGENCY ADVERTISER CODE = 155 AGENCY PRODUCT CODE = 385	ODE = 155 = 385	AGENCY EST#	= 3636					
58 8 800P-900P	30	\$800.00	7/27	7/27	0	/ THU		0
PROGRAM : CHICAGO MED CON COM1: CHICAGO MED	4							
62 A 800P-900P	30	/ 00.008\$ /	7/27	7/27	٦,	THU		Н
PROGRAM : THE WALL / ORD CHANGE. PLEASE CONFIRM. THIS IS A MAKE-GOOD FOR JULZ7 ON LINE-58 FOR 1 SPOT/WK	OGRAM CHANG	SE. PLEASE CONFIRM.		THANKS, DENICE				

HEADLINE# 8.638643 TRF# 1737052 MOD# 2: JUNAPPROVED REV #1 \$\$\$

REP \$\$\$

JUN2/17 14.23
*** WSFA-TV *** FAX# 703-516-9680 FROM REF CREDIT RISK !!! HARRIS REPORT F REP: TEL# 703-528-9387 CREDIT ADVISORY: AGENCY ORDER WORKSHEET

DAYS :TOTL:	(JUN2/17) PLS ADVISE.	22715.00
END :SPTS: WEEK : DATE : /WK: INVT :	30s \$800.00 30s \$800.00 THANKS, DENICE	CONTRACT TOTAL TOTAL SPOTS
RATE : START : EN	JUL27 JUL27 ANGE. PLEASE CONFIRM.	
TIME PERIOD : LGTH : SEC : RA :	ERS: MISSED:THU/800P-900P OFFER:THU/800P-900P CMT:NA DUE TO PROGRAM CHANGE.	AUG/17 \$4,155.00
:LINE#:REP :CD: TII	STATION MAKEGOOD OFFERS: M2 OK'D BUY#58	JUL/17 18560.00 2

*-MULTIPLE

Z-COMMENTS

Y-DAYS

X-LATE

T-TIME

S-SPOTS PER WEEK

N-PROGRAM NAME

M-MAKEGOOD

L-LENGTH

DE-DELETE E-EFF DATES

C-CANCELLED R-RATE

B-BUY TYPE

A-ADD

MOD CODE

Q-PAID PGM

P-CLASS, PLAN, SECT

%

WIYC

%

WBMM

%

CABL

WCOV 9%

0 0 % %

WAKA EAKA

14% 0%

WNCF ESFA

WSFA 52%

MARKET TOTALS \$43,682

ACCURATE SHARES

SVC- NONE DEMOS- RA35+*

CREDIT REP: TEL# 703-528-9387 CREDIT ADVISORY: AGENCY ORDER WORKSHEET TRE# 1737052 #1 \$\$\$ 8638643

MOD# 2: APPROVED REV

HEADLINE#

REP SSS

JUN5/17 10.37
*** WSFA-TV ***

FAX# 703-516-9680

STATION

RISK !!! REPORT FROM

10.37 # SALESMAN DATE JUNS/17 REGIONAL (H)MARONEY EDDINS LOCAL STEPHANIE RYAN OFF.# WAL NATE. PRSN BUYER NAME CLASS: SALES REP.# INVOICE) CO-OP BILLING NEEDED ORDER, (LINE, FUND GROU LEADERSHIP 2231 COMMENTS: # 8638643 MEDIA ٧A BOX 25093 WK-1 STREET ALEXANDRIA, ISS/SENATE CONTRACT EST#3636 JUL31/17 MAIN P.O. TAX FO NAME NAME STATE LEADERSHIP JUL25/17 ADV. AGY. SENATE DATES TAX FLIGHT # # ORDER PRDCT CITY ADV AGY

LINE M2 OK'D AS SAME REVISION PLS CFM TTL REP:

62

STA:

THANKS CHELSEY

**** CASH IN ADVANCE SCHEDULE ď SH SIHI **** CON

GENERATION FOR CONTRACT SCHEDULED BEEN APPROVED. SENATE LEADERSHIP FUND CHANGES OF THIS ORDER HAVE NOTICE: CHANGES OF THIS (STATION MAKEGOOD OFFERS: BUY#58 0K'D

(JUN2/17) PLS ADVISE \$800.00 \$800.00 DENICE THANKS, 30s 30s JUL27 JUL27 PLEASE CONFIRM. CMT: NA DUE TO PROGRAM CHANGE. MISSED: THU/800P-900P OFFER: THU/800P-900P

22715.00 58 TOTAL CONTRACT TOTAL